M. Com (FINANCE)
Non- Semester
(With Effect from the Academic Year 2013-14)

Eligibility for the course:
Candidates seeking admission to M.Com (Finance) course should have passed any B.Com degree, B.A. (Economics) B.B.E., B.B.A., or any other degree with Accountancy as one of the subjects.

Duration of the Course : 2 Years

Examination:
All the Theory papers and Problem papers are of 3 hours duration each for the maximum of 100 marks.

Passing Minimum : 50 Marks

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<th>Programme</th>
<th>Year</th>
<th>Total No. of Courses</th>
<th>Name of the Subjects</th>
<th>Marks</th>
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<td>M. Com (Finance)</td>
<td>I</td>
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<td>Marketing Management #</td>
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<td>International Trade &amp; Practices #</td>
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<td>Advanced Financial Accounting #</td>
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<td>Management Accounting &quot;</td>
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<td>II</td>
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<td>Business Taxation &amp; Tax Planning</td>
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<td>Portfolio Management</td>
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<td>Financial Management</td>
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"Courses are Common for All M.Com Programmes

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M.Com (Finance) programme is being offered to create for the students of the Madurai Kamaraj University an avenue for employment in the academics and also to benefit Industry by providing them with suitably trained persons in the field of Accounting, Finance and Marketing.

I YEAR

MARKETING MANAGEMENT

The objective of this course is to impact knowledge on the framework of marketing management at various environmental constraints. This course covers the evolution of marketing, market analysis and selection, product and pricing decisions, distributional and promotional decisions (with practical cases) and recent developments. It is also designed to encourage students to practice marketing as their profession.

UNIT I

Market Analysis and Selection: Concept, Nature, Scope and importance of marketing; marketing concept and its evolution; Strategic marketing planning – CRM - Marketing environment - macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; Consumption versus Industrial Organizational buyers; Consumer decision-making process.

UNIT II

Product and Pricing Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life cycle - Strategic implications; New product development and consumer adoption process. Pricing decisions: Factors affecting price determination; Pricing policies and strategies.

UNIT III

Distribution and Promotional Decisions: Nature, functions and types of distribution channels; Distribution channel intermediaries; Channel management decisions, Retailing and wholesaling.

UNIT IV

Promotion decisions: Communication process; Promotion mix - advertising, Personal selling, Sales promotion, Publicity and Public relations; Determining advertising budget; Copy designing and its testing; Media selection; Advertising effectiveness; Sales promotion - Tools and techniques.

UNIT V

Recent Developments in Marketing: Retail Marketing – Online Marketing – MLM – Relationship Marketing

Books for References:

6. Ramaswamy VS and Namakumari S Marketing Management, Macmillon India, New Delhi, 2007
INTERNATIONAL TRADE & PRACTICES

This course is aimed to impart the knowledge on International Trade and Practices to the commerce students at PG level, as today’s business is connected with other international business organisations.

This course covers the meaning of international marketing, scope, international product life cycle, pricing & other marketing mixes, marketing information systems, GATT, international logistics, etc.

UNIT I

International Marketing – Scope, International Marketing vs. Domestic Marketing – Trade Barriers such as Tariff and Non-Tariff Barriers – Transition from Domestic to International Business – Advantages or importance of International Marketing – Obstacles to International Marketing – Balance of Trade and Balance of Payments. International Marketing Environments.

UNIT II


UNIT III


UNIT IV

India’s Foreign Trade: Recent Tends in India’s Foreign Trade – India’s Commercial Relations and Trade Agreements with other countries – Export Assistance – Export Finance – Export Processing Zones (EPZs) – Special Economic Zones (SEZs) – Role of ECGC - Role of EXIM Bank of India – Role of Commodity Boards – Role of State Trading Agencies in Foreign Trade – STC, MMTC, etc.

UNIT V


Books for References:

12. M. Sampangi – a) ABC of Export Marketing and b) International Trade
15. Export and Import Policy of Government of India issued from time to time.
17. Government of India issued from time to time.
18. Economic Survey of India issued from time to time.

ADVANCED FINANCIAL ACCOUNTING

The Objective of this course is to make the students understand the methods of accounting followed by different organizations.

This course deals with issues of shares & debentures, final accounts of the companies, Liquidation, amalgamation, absorption, internal and external reconstruction, accounting for banking companies, hotel & hospital accounting and double accounting system.

UNIT I
Company accounts – Issue of shares, Debentures, Redemption of shares, Redemption of debentures, Final accounts of companies

UNIT II
Liquidation of companies, Amalgamation, Absorption, internal reconstruction, External reconstruction, Holding company accounts.

UNIT III
Accounting of banking companies, Accounting of Insurance companies – General Insurance companies – Life Insurance companies- Insurance Claims

UNIT IV
Economic Value added Accounting standards, Accounting for transfer pricing –Segmented reporting - Hotel accounting, Hospital accounting.

UNIT V
Double account system, Inflation Accounting, Human Resource Accounting.

Books for Reference:
MANAGEMENT ACCOUNTING

The objective of this course is to understand the various tools and techniques used for analysis and interpretation of financial statements.

This course covers the fundamentals of financial accounting, analysis of financial statements, fund flow and cash flow analysis, budgeting and marginal costing.

UNIT I

UNIT II
Funds flow statement - Cash flow statement.

UNIT III
Budgeting - Budgetary control – Different types of budgets

UNIT IV
Standard costing – Variance analysis

UNIT V
Marginal costing and profit planning – Decisions involving alternative choices pricing decisions, Basics involving alternative choices – Basics of capital budgeting – Tools of evaluation under certainty conditions - Management reporting.

Books for References:
5. Gowda, Management Accounting, Tamil Nadu Book House, 2002
6. Agrawal M.R ,Management Accounting, Tamil Nadu Book House, 2002
7. S.N Maheshwari, Principles of management accounting sultan Chand &Sons 2002
8. Ravi M.kishor, Management Accounting, Taxmann Publications (P) Ltd.2003

II YEAR
BUSINESS TAXATION & TAX PLANNING

Objective of this course is to provide adequate knowledge of various concepts and their applications relating to direct tax laws with a view to integrating the relevance of these laws with financial planning and management decisions.

UNIT I

UNIT II
Tax planning in respect of Amalgamation or de-merger of Companies or business restructure, Tax planning with reference to setting up of a new business; locational aspects, nature of business; Planning of tax holiday benefits, limitations on the tax planning exercises, flexible planning premises; planning in the context of court ruling and legislatives amendments.

UNIT III
Tax planning with regards to specific managerial decisions such as to make or buy, own lease or hire etc. Tax planning with Books for Reference to financial management decisions such as capital structure of a company and tax incidence; tax as a variable in computing cost of capital; tax considerations in dividend policy and bonus share issue

UNIT IV
Tax planning in respect of non-resident company assessee, double taxation avoidance agreements, and general principles, provisions and tax implications thereof.

UNIT V
Tax planning and important provisions of wealth tax and court rulings and legislatives amendments pertaining to wealth tax. Return of Income and assessment, Advance payment of tax. Tax deduction at Source.

Books for Reference:
4. DinkarPagare, Law and Practice of Income Tax, Sultan Chand and Sons, New Delhi, 2012-13

INVESTMENT MANAGEMENT
The objective of this course is to throw light on the various types and analysis of investment and make the students aware about the valuation of Securities.

UNIT I
INVESTMENT: Nature and scope of investment analysis; Elements of investment – return, risk and time elements; objective of investment; security return and risk analysis; measurement of return and risk; Portfolio – Concept, Construction and types.

UNIT II


UNIT III

FUNDAMENTAL ANALYSIS: Economic analysis, Industry analysis, and analysis. TECHNICAL ANALYSIS: Various prices and volume indicators, indices and moving averages, interpretation of various types of trends and indices.

UNIT IV

EFFICIENT MARKET HYPOTHESIS: Weak, Semi-strong and strong market, testing of different forms of market efficiency and their significance.

UNIT V


Books for Reference:

FINANCIAL MANAGEMENT

The objective of this course is to enable the students to analyze the financial statements using various techniques.

UNIT I

Normality-Cross sections correlation-Time series movements-Differences under different accounting methods, Seasonality-stationary-Autocorrelation methods-ARIMA Box-Jenkins modeling.

UNIT II

UNIT III

UNIT IV

UNIT V

Books for References:

HUMAN RESOURCE MANAGEMENT
The objective of this course is to make the students understand efficient use of human resources and create awareness on the maintenance and integration.

This course focuses on the nature, concept, policies and organization of Human resource management, procurement of human resources, training and development, compensation, job evaluation, wage and salary administration, performance appraisal, transfers, promotions and separations, absenteeism, labour turnover, employee’s health, safety and welfare, Integration, job satisfaction, human relations, quality of work life and stress management.

UNIT I

UNIT II
Training and Development: Training of Operatives; Executive development; Career planning and development; Human Resource Development

UNIT III
Compensation: Job evaluation, Wage and salary Administration; Incentive plans and profit sharing. Appraisal and Job Changes; Performance appraisal - Traditional vs. Modern methods - Job changes; Transfers, Promotions and Separations, Absenteeism and Labour Turnover

UNIT IV
Maintenance and Integration: health and Safety; Employee's Welfare; Social Security - Integration: Work environment; Discipline and grievance; Morale; Collective bargaining; Worker's participation in management

UNIT V
Industrial relations and industrial disputes - Trade unions - Job satisfaction - Human relations - Quality of working life - Management of Stress and burnout.

Books for Reference:
QUESTION PATTERN FOR M.COM (Finance) PROGRAMME

QUESTION PATTERN FOR THEORY COURSES

Time: 3 Hours
Maximum: 100 Marks

SECTION – A
Answer any FOUR of the following (4 x 10 = 40 Marks)
(Answers should not to exceed to Two pages)

1.

2.

3.

4.

5.

6.

7.

8.

SECTION – B
Answer any FOUR of the following (3 x 20 = 60 Marks)
(Answers should not to exceed to Four pages)

9.

10.

11.

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14.

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QUESTION PATTERN FOR PROBLEM COURSES

Time: 3 Hours

Maximum: 100 Marks

SECTION – A

Answer any FOUR of the following (4 x 10 = 40 Marks)

(Answers should not to exceed to Two pages)

1. Theory
2. Theory
3. Theory
4. Theory
5. Small Problem
6. Small Problem
7. Small Problem
8. Small Problem

SECTION – B

Answer any FOUR of the following (3 x 20 = 60 Marks)

(Answers should not to exceed to Four pages)

9. Theory
10. Theory
11. Theory
12. Problem
13. Problem
14. Problem

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